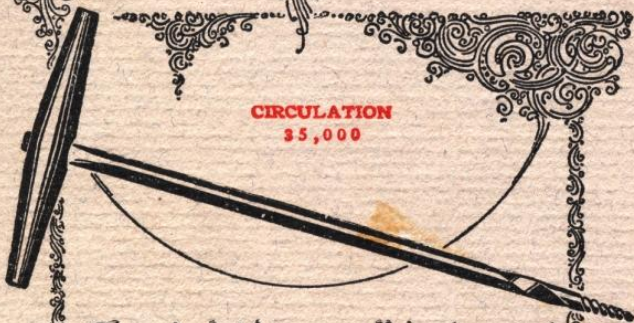


# The Gimlet

CIRCULATION  
35,000



The gimlet is a small instrument  
with a point

March, 1909

- Damages 24 Cents per annum -
- We need the money - There may be more numbers - That all depends -
- This is real second class stuff that pays first class postage - No post offices entered.

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**DE** **O**NE of the problems presented in America these times is how to combine one's duty and policy as a member of associations, societies, brotherhoods or what not, and one's obligations to the State and Nation, with essential freedom as an individual personality, without which freedom a man cannot grow or expand, or be full, modern, heroic, democratic, American. With all the necessities and benefits of association (and the world cannot get along without it), the true nobility and satisfaction of a man consist in his thinking and acting for himself. The problem, I say, is to combine the two, so as not to ignore either.

—WALT WHITMAN

THIS PAGE DEVOTED TO VIEWS  
OF ST. LOUIS



CITY HALL

Yes, Alice, this is a beautiful building. There were several appropriations before it was finished. This is the place it takes two men to do one man's work. This is the home of brotherly love. You tickle me, and I will tickle you. "He's a friend of mine;"—but it doesn't make any difference whether he fits the job or not. This is the Club of the City Council and the House of Delegates. They come here to talk politics. All cities have City Halls, and you will find very hard workers in all of them. Jes so! Jes so!      MIKE.



## The Gimlet

### THE DIAMOND EDGE AXE WEDGE



Cut shows Wedge driven in handle and handle pulled open to show binding effect produced by action of Wedge.



Cut shows a Diamond Edge Axe handled with a Diamond Edge Wedge



Cut shows Handle broken open to show the two round slivers cut by Wedge.



Cut shows the Diamond Edge Axe Wedge one-half actual size.

The only Metal Wedge that can be tightened after the handle shrinks.

To tighten: Drive further in; this can not be done with other styles.

#### WHAT'S THE USE?

Extra good cuts; show the wedge clearly. Somebody has been thinking and working—but what's the use?

It's so much trouble to talk to customers about these new ideas. The old fashioned wedge is good enough. Let's go to a convention and kick about catalogue houses. That's more interesting than staying at home and showing up new goods that the catalogue house can't get.

Yes, I know all about the way axes are being handled now. I know all about your electric axe handling machinery. I know all I want to know about this peanut business—that's what they give us.

MIKE.

If our salesman does not call regularly, write us.

Name Registered

# The Gimlet

Vol. II

MARCH, 1909

No. 2

MIKE KINNEY, Editor

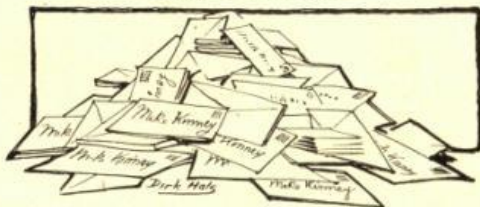
24 Cents per Annum

Address all Communications to

"THE GIMLET," c/o NORVELL-SHAPLEIGH HARDWARE CO.  
SAINT LOUIS, MO., U. S. A.

## SAD REFLECTIONS

AN OPEN-FACED LETTER  
FROM THE EDITOR



Dear Brother:

**T**HAT much heralded "February Gimlet" seems to have been a frost—and I tried so *hard* to make it interesting. No, NEVER. I will *never* try hard again. After this you get it hot off the bat and I don't give a darn whether you like it or not. That's the only way to write, anyhow—just for your own satisfaction. What do yer expect for 24 cents, especially when you haven't sent the stamps?

## The Gimlet

DE Here's some few extracts from letters and postals I've received:

DE "Say, Mike, ring off on convention reports—the last *Gimlet* was as humorous as the *Iron Age*, and as exciting as the *Hardware Dealers' Magazine*."

DE Here's another—

DE "We want literature—your kind—not a lot of prices. We can get prices anywhere."

DE Here's another—

DE "I read *The Gimlet* because it was 'different.' Now you are trying to turn it into a trade journal—*don't*."

DE Here's another—

DE "I know Mike Kinney, but who in h — is William Marion Reedy?"

DE Here's another—

DE "We know every hardware association wants the earth passed to their members on a silver tray—don't rub it in."

DE Here's another—

DE "We discussed *The Gimlet* at our 'Question Club' and decided it was a hit because of its individuality. We want more of Mike's adventures. Send him on a trip."

DE And a few hundred more I haven't had time to peruse.

DE All right, boys—you will never get that second convention speech—and it was a corker, too. It's all over—the special train, section two, got ditched. You will never know the moral of the Soapy Smith story. Ain't it sad?

DE Well! Well! I guess I will have to run a line of Mike Kinney detective stories. How would that suit your literary taste? You are getting so dern'd critical. You seem to forget I'm running this Magazine to HELP HAULING, not to supply you with mental excitement.

DE By the way, while I'm sore and getting a few things out of my system, I want to say I'm getting pretty considerable tired of mailing my original thots to that dealer who says he likes 'em so much but who never comes across with an order—not even a mail order from an advertisement. Just smiles and smiles at my poor out-of-date jokes—and chuckles—and carries *The Gimlet* home to his wife and then asks my competitor if he has a boy's iron wagon like the "Norleigh Diamond" advertised in *The Gimlet*. Say, partner, what's the matter with ordering a one-sixteenth of a dozen and seeing what it looks like?

DE Now, in concluding these few feeble remarks—while I'm hot under the collar—I want to say if any of the 30,000 (5,000 have made good) who have never paid up don't like my style, just drop me a postal and shut off the flow of ideas.

DE Then there's another thing! I want that competitor who has been stealing *Gimlets* away from retail merchants to be a man and send his 24 cents and get on the Honorary List. Sure, *The Gimlet* would just as soon kill off competitors with 1864 jokes as any one else.

DE Now I feel better. It's out of my system. I know human nature so well, it keeps me



## The Gimlet

awake nights. Now, the true reason so many people didn't like the February number was for the simple reason it didn't *roast anybody*. It said some few nice things about some people and you just can't stand for it. This here country's getting so dern'd mean low down and ornery that they can't digest their food unless somebody's reputation is offered up as a sacrifice by the press every day.

DE I guess I'll quit before I say just what I think in real understandable language. I might be sorry afterwards.

Yours fraternally,

Mike Kinney

Teamster and Editor.



Mary, the hired girl, speaking to her mistress:  
"Missus, may I have a day off, three months from to-day?"

Missus: "Why's that?"

Mary: "Well, you see, I want to go to my man's funeral."

Missus: "Surely he can't be dead already, and how do you know he'll die?"

Mary: "Well, you see, he isn't dead yet but he's condemned to be hung."



# The Gimlet



February 4, 1909.

My dear "Mike Kinney": -

This is just a note to let you know that we folks here in East Aurora think your "Gimlet" is very Hot Stuff, and we surely read it with an amount of satisfaction.

Of course, as you acknowledge yourself a literary Highwayman, far be it that I should attempt to cast the slur salebrous. You certainly are drilling a deep hole with your Gimlet, and I surely hope you are accumulating a pile of "Sawdust."

So, here's a hand-shake, and a wish for your further Success.

With all Kind Wishes.

Most sincerely,

Adv. Mgr. THE ROYCROFTERS.

Mr. Mike Kinney,  
Saint Louis, Mo.

---

DE Just one of five thousand letters received by

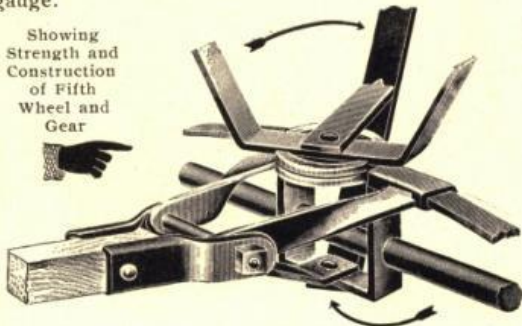
MIKE KINNEY,  
Teamster and Editor

## There's a Difference

### The Norleigh Diamond Boys' Wagon

is different from all others. The gear is made from extra heavy 10 gauge steel—others use light 12 or 14 gauge.

Showing  
Strength and  
Construction  
of Fifth  
Wheel and  
Gear



Top part of fifth wheel is turned or welded (not riveted) around lower part. It has three re-inforcing braces; one runs from bed to extreme bottom part of fifth wheel, one from top of fifth wheel to rear brace, and the other from bottom of fifth wheel to handle iron.



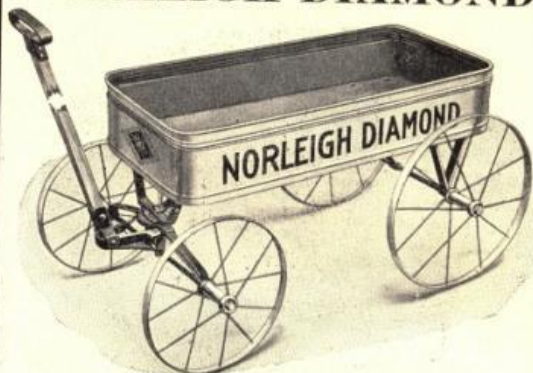
**Round Top Brass Axle Nut**  
On Norleigh Diamond Wagons



**Common Iron Axle Nut**  
On all other Wagons

If our salesman does not call regularly, write us.

## NORLEIGH DIAMOND



### THE BEST WAGON FOR BOYS

Because it is right in Design, Material, Workmanship and Finish.

Wears well and will stand up under a heavy load.

Try a sample shipment. They will prove a big business getter for you.

Our Wagon Literature is sent FREE on Request

### LET'S STEAL A FEW IDEAS

What's the use of thinking out new ideas when you can steal 'em from your competitor.

Boys' Wagons got so poor it was dishonest to sell 'em. Then my house brought out an extra strong, extra heavy wagon. Did they sell? Well, I guess they did! and kept on selling.

Now, the imitator is at work. You just ought to see what they brought out. No, dearest, simply red paint and gold lettering does not make a good wagon—there are one or two other points.

And while they were copying the old points, we just brought out a new wagon, and so they will have to try again. Stung!

MIKE.

---

Try a Mail Order.



# Gillette Safety Razor

A Live Article for Live Retailers

The GILLETTE Safety Razor is a day-in and day-out profit maker.

Demand for the GILLETTE all over the world is growing every day. More than two million Americans shave with the GILLETTE. The trade in new blades alone is a big income for the retailer.

The Gillette Company is now enlarging its Boston factory for the fourth time in seven years. Factories in Canada, France, England and Germany are worked to the limit.

Your store should be GILLETTE headquarters in your town. Let us help you.

Offices:

New York    London  
Chicago     Montreal

**GILLETTE SALES CO.,**

**18 Tremont St., Boston**

Factories: Boston, Montreal, London, Paris, Berlin



## The Kind of Clerks Proprietors Want

By E. M. BUSH, Evansville, Indiana

Ex-President National Retail Hardware Dealers' Association

**I**N reply to your letter requesting a short article on "The Kind of Clerks Proprietors Want," I submit the following:



E. M. BUSH

**DE** Every merchant wants a clerk to be honest, loyal, truthful, straightforward and with determination and industry. Possessed of these qualities he can and will acquire the other essentials that make the valuable clerk and eventually the successful proprietor.

**DE** I require my clerks to be courteous to customers, under any and all circumstances. I impress upon them that a customer in the store is a guest of the firm and must be given the same courtesy and thoughtful attention that I would extend to a guest in my own home; they, the clerks, represent the firm in their manner towards customer and the firm is judged through them. It is also judged from the appearance of the store which is in their care, consequently they must keep it neat, clean and with goods attractively arranged. They must greet customers promptly, politely, cheerfully—must show goods with interest and pleasure, not as if it were an irksome duty.

## The Gimlet

DE Honesty in a clerk includes not only honesty in money affairs, but in a faithful discharge of every duty intrusted to him. He must so regulate his affairs out of business hours that he can give an honest day's work, in being alert, energetic and cheerful as he performs his duties. No man, half dead with late hours, can give an honest return for his day's wage. A chronic grouch I will not have in my employ—he not only affronts customers but upsets everyone else in the store.

DE The clerk who stands highest with his employer, who holds his position and wins promotion is the one who makes an honest effort to carry out his employer's wishes and instructions, not only in handling customers and selling goods, but in every possible way, even looking after the little economies which exist in every well-regulated business house.

DE I want a clerk who has the best interests of the business at heart. If he can feel proprietorship, so much the better—putting himself as far as possible in my place and doing what I would do under like circumstances. The clerk who gets next to me is the one who works as hard or harder in my absence than when I'm in the store.

DE A clerk who shows sufficient interest in the business to ask to see, or takes home with him *The Gimlet* or the "trade papers," makes a favorable impression upon his employer.

DE Harmony among clerks must exist. One who grumbles or criticises to other clerks,

## The Gimlet

either his employer or those higher in authority than he, or the policies of the firm, who tries to convince his fellow clerks that he and they are mistreated, discriminated against, etc., cannot be tolerated in any business. I have dismissed from my employ for this reason alone, men who were exceedingly valuable in some ways.

**DE** Truthfulness and straightforwardness are most valuable requisites for a clerk. No merchant can have use for or confidence in a liar and a sneak. Though he may in some instances be able to sell goods, a business is better off without them.

**DE** When a clerk, through carelessness or otherwise, breaks or seriously damages fixtures or articles for sale, he should have the manliness to go to the proprietor and tell him—"face the music," even though the rules be that he pay for the damage he has done. I can never be as severe with a clerk who comes and tells me frankly of an accident, as when it must be traced home to him.

**DE** A valuable clerk will be upon the alert to report repeated inquiry for goods not carried in stock.

**DE** An industrious clerk acquires salesmanship by learning the quality and use of his goods, how they are made and how to apply them. Knowing these he knows how to talk and show them, and this is salesmanship. A clerk quickly gains the confidence of his customers when they see that he understands his goods and knows what he is talking about.

**DE** That clerk is a gem who is a crank over the "want book," and every time I see

## The Gimlet

his number following the name of goods wanted, I am assured that he is "watching stock." This "watching stock" is a valuable asset, and the good clerk arranges in good time displays of seasonable goods, *without being told*, takes an interest in keeping his sample boards or boxes up to time, reports missing prices, repairs or replaces shelf boxes or original packages that have become shop-worn or injured.

DE I want a clerk who is ambitious to learn and master the business, and when such a man becomes too valuable for me to keep, I'll help him into a larger field and give him my blessing in the new departure.

DE Deliver me from the clerk who spends most of his energy and much of his time watching, lest he do some work or perform some duty properly belonging to another.

DE A godsend is a clerk who does not need "to be told."

DE I have answered your question—"What Kind of Clerks Does a Merchant Want?"

DE Here is the negative side: Merchants do not want a heedless, careless, headless clerk. They do not want a thoughtless or slothful clerk.

DE And, after all, the most that they want is an honest clerk. For the clerk who honestly earns his salary is the clerk who honestly furthers his employer's interests, and only an industrious, cheerful, courteous, painstaking and loyal clerk can do this.



## The Gimlet

DE Let me quote from Fra. Elbertus what you have doubtless read before, but which is well worth repeating: "If you work for a man, in Heaven's name work for him. If he pays you wages that supply your bread and butter, work for him, speak well of him, stand by him and stand by the institution he represents. If put to a pinch, an ounce of loyalty is worth a pound of cleverness. If you must villify, condemn and eternally disparage, why, resign your position, and when you are outside, damn to your heart's content; but, as long as you are a part of the institution, do not condemn it. If you do, you are loosening the tendrils that hold you to the institution, and the first high wind that comes along, you will be uprooted and blown away, and probably you will never know why."

Eme Bush



Husband, speaking to wife in a harsh tone: "Mary, I wish you could bake bread like my mother used to make."

Wife, retorting sharply: "Well, you can't talk much, I wish you could make dough like my father used to make."



### COLLEGE YELL

Rah! Rah! Rah!  
Easy money! Easy money!  
Pa! Pa! Pa!

## The Gimlet



*Packed in kegs  
with red  
heads*

**T**O describe the manufacture of **Juniata Horse Shoes** is to write the history of iron and steel making, thus showing the results of ages of experience as embodied in these good Shoes.

This experience is first brought to bear in digging the ore from the ground, and then follows through the furnaces, and the many operations of shaping, to the finished Shoe. Each process is under the keen eye and is guided by the hands of painstaking and highly-skilled men, whose lives have been spent each in his particular line of work.

The united result, up to the time we offer for sale the finished keg of shoes, is that of the highest and best that good workmen can produce.

*Made of Steel or Iron, in Standard Sizes and Patterns,  
adapted to both city and country use.*

TO A CAB OF THE MIDNIGHT

By JOHN E. ROSSER  
Nacogdoches, Texas

**E**BON pander to the Lower Venus,  
Stealthy vampire of the night,  
Sooty Ganymede of bloat Silenus,—  
Leering with your lech'rous light,  
Sibilantly like the hiss of adder,  
Mumbling like a toothless hag,  
Swift you steal to make a life the sadder—  
Virtue in the slime to drag.  
Demon-eyed you haunt the harlot's highway,  
Rendezvous of blazoned shame;  
Secret loves you aid on hidden byway,  
Serving here your chiefest aim.  
Yours to violate the sacred home-ties,  
Yours to damn, debauch, and blight,  
Yours to heap high the cup of miseries,—  
I loathe you, Cab of the Night!



— *The* —  
FAMOUS  
OLD  
ORIGINAL  
*and*  
GENUINE  
**ROBERT MANN**  
**AXE**

MADE BY

The Largest Manufacturer of Axes  
in the World—

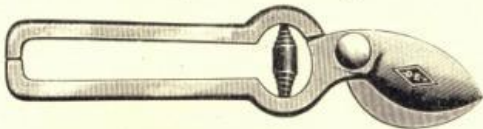
The American Axe and Tool Company  
(INCORPORATED)

GLASSPORT, PA., U. S. A.



## NEW TOOLS

### Diamond Edge Hand Pruning Shears



**No. DE175** Hand Pruning Shear is a specially high grade Hand Pruner, the handle and blade being drop forged from one piece of steel. They are tempered in oil, full polished and beautifully finished, put up one pair in a box. **Retail for \$1.50.**



**No. DE125** Hand Pruning Shears are made extra heavy and strong and the blades are interchangeable. Hand forged tool steel, straw colored blade. **Retail for \$1.00.**



**No. DE75** Hand Pruning Shears have a new locking device as cut shows. Hand forged tool steel, blade length 9 inches. **Retail for 50 Cents.**

### THESE ARE NOT MANICURE SETS

But you can manicure trees with 'em. Mr. Burbank uses the **DE**. You know, Burbank is a wonderful man. He is working his graft all the time. He grows the juiceless oranges we get from California.

You know, out in California they brought over the Italian fig tree, but it wouldn't bear figs. It took a certain Italian bug to make one tree hibernate the other. When they brought over a shipload of these bugs in the steerage and let 'em loose among the fig trees, race suicide was only a memory.

Burbank is trying to cross a special cutlery salesman with a Los Angeles real estate man and see what will happen. Won't it be funny?

MIKE.

---

Try a Mail Order.

## The Gimlet

### THIS IS HOW IT CAME TO PASS

**E**LBERT HUBBARD, alias Fra Elbertus, alias The Fra, blew into St. Louis last month, and gave his lecture on "THE MARCH OF THE CENTURIES" to a crowded house.

**DE** Here in this village we have a photographer who goes by the name of "Strauss." No one ever knew his initials. In the cellar of his Tin-type Emporium, he has a kitchen and dining room. There Elbert Hubbard, Strauss, Mike Kinney and a few others Fletcherized at noon one day. An attractive young woman, who handles the cash upstairs, waited on the table. She said to Mike Kinney, "What's the matter with sending me *The Gimlet*?" Mike took out his note book, and inquired her name and address. As she passed a baked potato, she answered, "In this place there is only one name and one address—that name is 'Strauss.'" Mike looked at The Fra, and The Fra looked at Mike, and winked the other eye.



**DE** Then the conversation drifted on people who work for somebody else, but who unduly emphasize their own ego in the business. Says Mike to The Fra, "Write me something for *The Gimlet* on this subject." The Fra did not make any memorandum, he did not even make a promise, but on the opposite page starts his article.

**DE** That is a queer thing about men who do things—they don't forget. Ask any failure in your town to do a thing for you, and he will promise, but, you can bet your life, he will forget. Ask your successful merchant, or your successful banker, and the thing will be done.

**DE** Now, all our salesmen receive full credit for mail orders, just as if they sold the goods themselves. This idea of sending mail orders to a salesman's headquarters was a pretty good stunt along in the early 80's, before houses had systematized mail order departments. But the hard-working salesman, when he goes home on Sunday, should be allowed to devote his time to his wife and children, and to recuperating for the next week's work, instead of spending the whole day writing up mail orders.

M. K.

## Help Yourself by Helping the House

By ELBERT HUBBARD

**L**ITTLE hotels often feature their clerks. Small tailors proudly put forth their cutters. But a big business is built by many earnest men working together for a common end and aim. It is planned by one man, but is carried forward by many.

DE A steamship is manned by a crew, and no one particular sailor is necessary. You can replace any man in the engine room of the *Furst Bismarck*, and she will still cross the ocean in less than six days.

DE In an enterprise that amounts to anything, all transactions should be in the name of the firm, because the firm is more than any person connected with it. Clerks or salesmen who have private letterheads, and ask customers to send letters to them personally, are on the wrong track.

DE To lose your identity in the business is one of the penalties of working for a great institution. Don't protest—it is no new thing—all big concerns are confronted by the same situation—get in line! It is a necessity.

DE If you want to do business individually, and in your own name, stay in the country or do business for yourself.

DE Peanut stands are individualistic; when the peanut man goes, the stand also croaks. Successful corporations are something else.

## The Gimlet

DE Of course the excuse is that you send me the order direct; I, knowing you and your needs, can take much better care of your wants than that despised and intangible thing "the house." Besides, sending it through the Circumlocution Office takes time.

DE There is something more to say. First, long experience has shown that "the saving of time" is exceedingly problematic. For while in some instances a rush order can be gotten off the same night by sending it to an individual, yet, when your individual has gone fishing, is at the ball game, or is sick, or else given up his job and gone with the opposition house, there are great and vexatious delays, dire confusions, and a great strain on vocabularies.

DE This thing of a salesman carrying his trade with him, and considering the customers of the house his personal property, is the thought of only 2 x 4 men. A house must have a certain fixed policy—a reputation for square dealing—otherwise it could not exist at all. It could not even give steady work and good pay to the men who think it would be only a hole in the ground without them.

DE In the main, the policy of the house is right. Don't acquire the habit of butting in with your stub-end of a will in opposition to the general policy of the house. To help yourself, get in line with your house, stand by it, take pride in it, respect it, uphold it, and regard its interests as yours. The men who do this become the only ones who are really necessary. They are the Top-notchers, the Hundred-pointers. The worst about the other plan is that it ruins the man who undertakes it. For a little while, to do a business of your own in the shadow of the big one, is beautiful—presents come, personal letters, invitations, favors, is Mr. Johnson in!



## The Gimlet

By and by Johnson gets chesty; he resents it when other salesmen wait on his customers, or look after his mail. He begins to plot for personal gain, and the first thing you know he is a plain grafter, at loggerheads with his colleagues, with the interests of the house secondary to his own.

**DE** We must grow towards the house, and with it, not away from it. Any policy which lays an employe open to temptation, or tends to turn his head, causing him to lose sight of his own best interests, seizing at a small present betterment, and losing the great advantage of a life's business, is bad. The open cash drawer, valuable goods lying around not recorded or inventoried, free and easy responsibility, good enough plans, and let 'er go policies, all tend to ruin men just as surely as do cigarettes, booze, pasteboards and the races.

**DE** The man who thinks he owns "his trade," and threatens to walk out and take other employes and customers with him, is slated to have his dream come true. The manager gives in—the individualist then is sure he is right—the enlarged ego grows, and some day, the house simply takes his word for it, and out he goes. The down-and-outer heads off his mail at the postoffice, and for some weeks embarrasses customers, delays trade, and more or less confuses system, but a month or two smooths things out, and he is forgotten absolutely. The steamship plows right along.

**DE** Our egotist gets a new job, only to do it all over again, if he can. This kind of a man seldom learns. When he gets a job, he soon begins to correspond with rival firms for a better one, with intent to take his "good will" along.

## The Gimlet

DE The blame should go back to the first firm where he was employed, that allowed him a private letterhead, and let him get filled with the fallacy that he was doing business on his own account, thus losing sight of the great truth that we win through co-operation, and not through segregation or separation. The firm's interests are yours; if you think otherwise, you are already on the slide.

DE The only man who should be given full swing and unlimited power is the one who can neither resign nor run away when the crash comes, but who has to stick and face the deficit, and shoulder the disgrace of failure. All who feel free to hike whenever the weather gets thick would do well to get in line with the policy of the house.

DE The weak point in Marxian Socialism is that it plans to divide benefits, but does not say who shall take care of deficits. It relieves everybody of the responsibility of failure and defeat. And just remember this, unless somebody assumes the responsibility of defeat, there will be no benefits to distribute. Also this, that the man who is big enough to be a Somebody, is also willing to be a NOBODY.

*Elbert Hubbard*

♦ ♦ ♦

DE "If you don't like your job, don't worry, some other fellow will soon have it."

When Buying Sandpaper  
GET WHAT YOU BUY *and* PAY FOR

THE MOST ECONOMICAL TO PURCHASE IS  
BAEDER, ADAMSON & CO.'S Sandpaper



LOOK FOR THIS TRADE-MARK  
And Insist on Getting this Brand

Sandpapers in Reams and Rolls. Write for Samples and Prices.

BAEDER, ADAMSON & CO.  
210 Chestnut St., PHILADELPHIA  
67 Beekman St., NEW YORK 70 High St., BOSTON  
172 Lake St., CHICAGO

GLUE

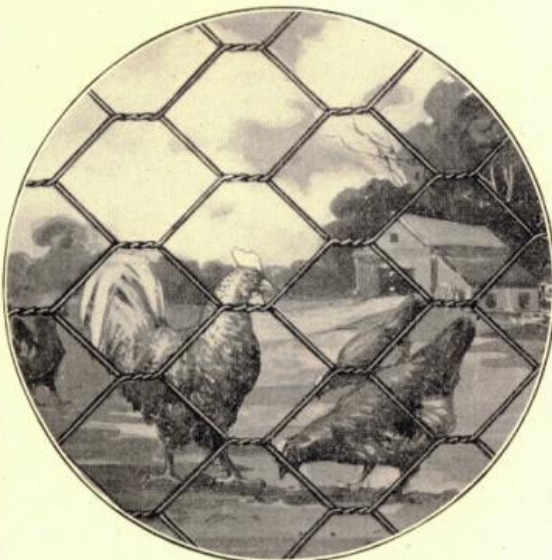
I wonder how people happen to get into the glue business. Of course we must have glue. Things must be made to stick. And the man who can make a stickier glue than any other man on earth lives in Philadelphia. Is glue a by-product of hair—or hair a by-product of glue? What's sandpaper got to do with hair? But, anyhow, here we are—dealers in curled hair, glue and sandpaper. You bet, wherever you see that trade mark that looks like the arms of the State of Missouri, you are up against the real B. & A. brand.

MIKE.

The Gimlet

CLINTON  
**POULTRY NETTING**

COMBINING STRENGTH AND WEAR



Made from Selected Steel Wire, Galvanized AFTER Weaving. Will meet your demands better than any other Poultry Netting.

WILL LAST THREE TIMES AS LONG AS WIRE  
GALVANIZED BEFORE WEAVING.

MANUFACTURED BY

**CLINTON WIRE CLOTH CO.,**

**Clinton, Mass.**



## The Hardest Thing to Do in the Manufacture of a Hammer

By WALTER W. BIRGE

Secretary, Fayette R. Plumb

**I**N answering the question "What is most difficult in making a hammer?" I feel that the question would be only partly



WALTER W. BIRGE

answered if I did not make a few statements applicable to the manufacturer of any tool. I refer to the general management of the factory. You can't grind cheese out of a cider mill. Neither can you produce good tools in a slipshod factory. A stream does not rise higher than its source. Neither will the finished product of a

factory be better than are the ideals of the management.

**DE** The most difficult thing in the manufacture of a high grade hammer, is the proper organization of the factory. This means good buildings, improved machinery, up-to-date methods, wide-awake foremen, and in establishing in every branch of the factory a high

## The Gimlet

standard of quality and finish so that it becomes a part of the air which the men breathe, a poor tool being a noticeable exception.

DE Machines in the forge shop lined up accurately, mean more perfect forgings. The fires in the tempering room kept neat and clean, bring better tempering. The very polish of the brass sign at the entrance to the factory helps to inspire the polishers to obtain a better finish on the tool. Good tools and poor tools cannot be made in the same factory. A mechanic cannot be careful to-day and careless to-morrow. Neither can a foreman carefully inspect high grade tools one day, and the next day pass lightly over his inspection of cheap tools.

DE Probably the most difficult thing in the manufacture of a hammer, is in adapting the different kinds of hammers to the particular use to which they are to be put.

DE A nail or claw hammer requires very different treatment in tempering from that given to a ball pein machinist's hammer. A blacksmith's hand hammer must be treated in still another way. It is therefore necessary to know how each style and weight of hammer is to be used, and what effect that use has on the steel, and then be able to know what quality of steel, and what degree of temper will best suit each tool and the different parts of the same tool.

DE For example: Certain hammers are used in the manufacture of steel ranges. The hammer is used on a large anvil; the blows from the hammer are not extremely hard but continuous, and being against a

## The Gimlet

surface which has but little "give," most of the shock is imparted to the hammer, and if the different parts of the hammer are not properly treated, the steel crystallizes and the hammer breaks.

DE The claws of nail hammers must be so tempered that they will not be hard enough to break off or chip from the edges, or so soft that they will bend. I mention these cases, and the same care is required on the hundreds of different styles of hammers which we manufacture.

DE This same care of adapting the tool to the use to which it is to be put applies to the pattern of the handle. Some hammers, especially those used in machinist's work, should have a spring in the handle, to prevent any jar to the wrist of the blacksmith. Other hammers require a stiff handle. Some need a large grip, others a small one.

DE Making a hammer is like most other branches of life. To make a success, a man must first know what he wants to accomplish, and he must then know what is necessary to obtain the desired results.

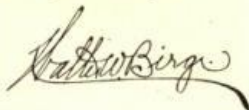
DE I might write a book on the care which is necessary to bring uniformly good results, for after all it is uniformity which really counts. Any manufacturer can make an occasional good hammer, but it requires brains, study, care, and a lot of hard common sense to make an entire product up to a high standard.

DE I will close by going back to my first proposition, and repeat that the most im-

## The Gimlet

portant and difficult thing in making a hammer or anything else, is in inspiring everybody and everything around the factory with the idea that progress and perfection is your motto. Preach it to the office boy and the porter, the foremen and mechanics. Make the hum of the machinery seem to say it, the horses in the dray appear to feel it.

**DE** When you have done this you cannot help but get high grade hammers, or high grade anything else which you may desire to make.



## IMPORTANT TO CLERKS

**DE** Two years ago I went to Central America. Down there I met a Spaniard. Three months ago he sent me, by parcels post, an air-tight tin of crackers from Barcelona, Spain. When I opened these crackers with a can opener, I found a little catalogue on top of the crackers. This catalogue told all about Barcelona. The idea struck in. I passed it along to the boss.

**DE** Now, write direct to me and I will send you, by return mail, the same kind of a catalogue showing DIAMOND EDGE Tools. You probably never saw a catalogue just like this before. I never did, and I have seen some.

**DE** There is no "catch" about this. It won't cost you a cent. A postal card will do the work. The catalogue will make you smile. It will make the old man smile. When you have both smiled, pass it to the best carpenter in your town, so he can smile, too.

**DE** It will help.

MIKE.



## The Gimlet



### SOME LIGHT ON THE LANTERN QUESTION

A good manufacturer and a good jobber got their heads together—result, the Norleigh Diamond Lantern. It's just full of good selling points. It's a dandy looker. Wood bail on handle. Large oil hole. Large oil tanks; easy opener; globe can't fall out; large, generous looking dome; tin work well done; japanning smooth.

Lanterns are cheaper now than ever before. A little fight on. Selling on Fall terms. Get in your stock. Manufacturers are liable to get together any time.

Make a show window. It's very simple and very effective. All our salesmen are carrying and showing samples—that is, if they are not too tired. If our salesman calls without a sample, just wait—next month our competitors will have an imitation. You can buy from

(OVER)

---

If our salesman does not call regularly, write us.

# Norleigh Diamond

The N.

1. Dome heavy with incurl at edge, formed to shed water.
2. Solid one-piece Globe Cylinder with reinforced clinch-pins.
3. One-piece dome with patented windbreak inside.
4. Hemmed and reinforced here—no raw edges anywhere.
5. Wire clamp-guards to hold globe securely when tilted back for trimming wick or cleaning burner.
6. Selected and washed "Norleigh Diamond" Globes.
7. Horizontal perforations in globe-plate to deflect cold air from burner and keep globe cool. Globe-plate heavy metal reinforced at burnerhole.
8. **THE FOUNT** is larger than is used on most lanterns and is retinned. The bottom is stamped out of one piece—creased so as to take the fount; soldered on top, **BUT NOT ON THE BOTTOM**; thoroughly air tested as is a bicycle tire in water for leakage. **FITTED WITH BIG MOUTH OIL HOLE OR FILLER.** No funnel required.



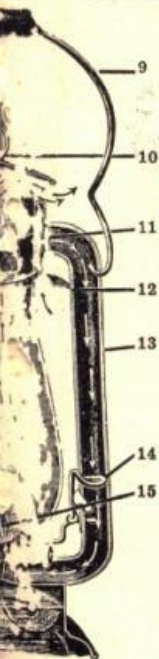
Nothing that we could say would be as convincing as the lantern

them. In the meantime, send us your orders for nails and wire. Once I went after a new stock. When I arrived, my good friend—the dealer—said he had decided to divide the order. He wanted a \$2,000 stock, so he had bought

If our salesman does not call regularly, write us.

# idea LANTERN

*"It Fits the Hand"*



Note how the fresh air (as indicated by white arrows) is constantly fed to the flame, and the exhausted, or dead air (as indicated by black arrows) is thrown off.

9. "New Idea" wood bail handle.

10. Heavy substantial ring, firmly clinched and stands upright ready to receive finger.

11. Tubes fit smoothly over shoulder reinforced here.

12. Heavy metal flange-plate with incurled edge to shed moisture.

13. Tubes heavy tin and smooth—no wrinkles at elbows.

14. "N-D" lift positive and natural. Does not project to catch on obstacles.

15. No. 2 brass burner and cone. 1-inch wick inserted ready for lighting. Not cheap tin burner, and wickless.

ern itself

**Send us a mail order for samples to-day**

\$1,000 in cutlery and shelf hardware from my competitor, and had saved an order for a car of nails and wire for me. I was *de-lighted*. I always appreciate the *compliment* of an order for nails and wire.

**MIKE.**

**Try a Mail Order.**

## The Gimlet



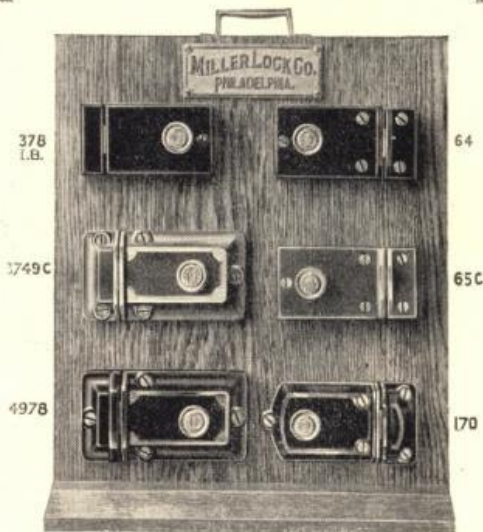
This illustration shows an actual sketch of the factory of the **J. D. Warren Mfg. Co.**, manufacturers of Warren Patent Hardware Store Equipment. The plant is devoted exclusively to the manufacture of this equipment.

There are ten connected buildings occupying five acres. It has 100,000 square feet of floor space on the first floor. This one floor is equivalent to a building fifty feet wide, 200 feet long and ten stories high. These buildings are equipped with special design automatic machinery. The machinery is arranged so that each piece of lumber starts from the dry kiln, is converted into store equipment, and ends in the shipping room without backstepping.

Private railroad trackage extends into the shipping building, so that there is no exposure while loading.

We sell the Warren Line of Store Equipment, and will be very glad to send complete catalog and prices upon request.





ASSORTMENT No. 1200

## SPECIAL OFFER TO DEALERS

**FREE OF CHARGE**—11x13½ in. Oak Sample Board

If you purchase 3½ dozen assorted Latches, seven of each number shown in illustration, we will include one of these boards **free of charge**.

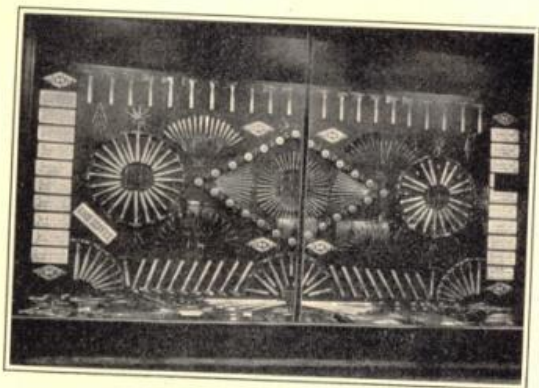
Selling value, over counter, \$25.50 and upwards.

**This offer is for a limited time only.**

Ask your jobber **NOW** for price.

**MILLER LOCK CO., Philadelphia**





DIAMOND EDGE WINDOW  
BY L. H. KURTZ CO., DES MOINES, IOWA

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### SHOW WINDOW

No, this show window did not take the prize. There wasn't none. The proper way to take a photo of a show window is at night, by electric light or flashlight, then there is no reflection on the glass window. I took a beautiful show window once, and when I developed my plate it was a horse and wagon standing across the street.

This window is very artistically arranged, and Messrs. Kurtz Co. deserve special credit for one of the best Diamond Edge Tool windows I ever saw.

Des Moines is a good town, and is governed by a commission of two, Mr. R. E. F. Erendum and Mr. R. E. Call. Both gentlemen are well off, so the town stands some show. The St. Louis House of Delegates have an eye on the job—look out!

MIKE.

# DISSTON FILES

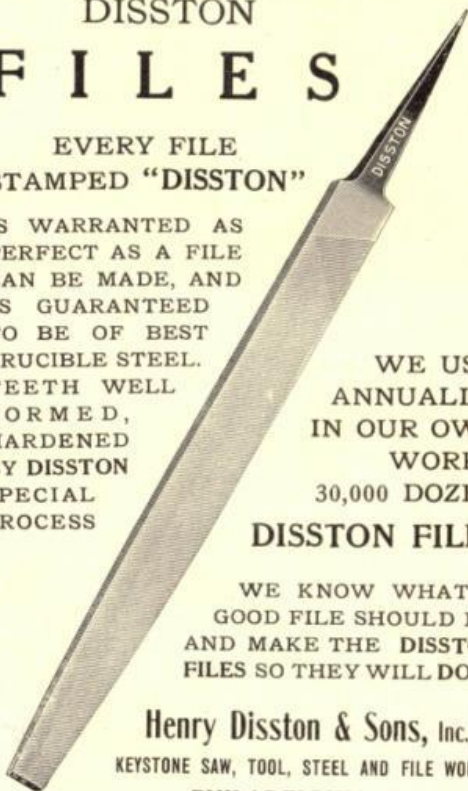
EVERY FILE  
STAMPED "DISSTON"

IS WARRANTED AS  
PERFECT AS A FILE  
CAN BE MADE, AND  
IS GUARANTEED  
TO BE OF BEST  
CRUCIBLE STEEL.  
TEETH WELL  
FORMED,  
HARDENED  
BY DISSTON  
SPECIAL  
PROCESS

WE USE,  
ANNUALLY,  
IN OUR OWN  
WORKS,  
30,000 DOZEN  
DISSTON FILES

WE KNOW WHAT A  
GOOD FILE SHOULD DO,  
AND MAKE THE DISSTON  
FILES SO THEY WILL DO IT

Henry Disston & Sons, Inc.,  
KEYSTONE SAW, TOOL, STEEL AND FILE WORKS,  
PHILADELPHIA, PA.



## The Gimlet

### Diamond Edge Garden Plows



There is no Plow on the market that is as easy on the operator as the **Diamond Edge**. It is so constructed that the center of weight falls directly over the pivoting point of the wheel axle, making it self-balancing. Handle can be raised or lowered to suit man or boy. The cross handle makes Plow easier to guide or push, with less strain on the arms than plows with vertical or bent handles. The attachments are a mouldboard with land side, shovel, calf tongue, weeder and cultivator. Height of wheel 24 inches; weight 25 pounds.

**RETAILS FOR \$3.50**

#### **HOW LOVELY**

It is to raise your own vegetables in your own little garden beside your own little cottage. After you have pushed one of these Garden Plows from 4 to 7 A. M., how sweet it is to walk up to the porch and take a drink of nice, clear spring water out of the cocoanut dipper.

What a beautiful time of the year Spring is—when you happen to live on a well-paved street. It won't be long before I will go on horseback and ride into the orchards and sit with my head among the apple, peach and cherry blossoms. It won't be long before the farmers' dogs will chase me out of the lot. How could you expect a farmer to believe any sane man could sit on a horse with his head up among the cherry blossoms just full of the joy of living and intoxicated with the delicate scent of the fragrant blossoms?

M. K.

If our salesman does not call regularly, write us.



## Redstrong Rubber Hose



As the name indicates, this Hose is RED and STRONG. Made with an extra quality rubber tube, fine red rubber cover, five-ply rubber hose duck, frictioned together in the best possible manner. Perfect in workmanship; best in material.

### Guaranteed for Any Water Pressure

For three years this has been our best selling and most satisfactory Hose for general purposes.

No. 434— $\frac{3}{4}$ -inch. Retails for 16 Cents per foot

No. 412— $\frac{1}{2}$ -inch. Retails for 15 Cents per foot

### THE RETAIL PRICE

Of this Hose strikes me as being somewhat high, as I happen to know the wholesale cost. The man who writes these ads. must think the retail merchant expects to make his fortune and retire in one year. You can sell this Hose at a good deal less than the above prices, and still make a satisfactory Rubber Hose profit.

I notice the alleged retail prices all the way through *The Gimlet* are high. Our policy seems to be different from that of the manufacturer who sold hair clippers to jobbers at \$2.25 per pair, and without the knowledge of the jobbers put a circular in each box stating it was a very satisfactory clipper to sell to consumers at \$2.50. I wonder what that manufacturer thought the jobber and the retailer should make on such an article! You can imagine the kind of correspondence the jobbers received shortly after sending out a few hundred pairs of these clippers.

M. K.

Try a Mail Order.

The Gimlet



**RED CROSS**

## **Low Freezing Dynamite**

**The Dynamite That is Hard to Freeze**

Used extensively and successfully  
in cold weather and icy water

— by —

Quarrymen  
Lumbermen  
Submarine and Railroad  
Contractors  
Ore Miners

**Made in All Strengths, from 25% to 60%**

Manufactured only by

**E. I. du Pont de Nemours Powder Company**

Established 1802

**Wilmington, Del., U. S. A.**

St. Louis Office, Wright Building

## Fable of the Foolish Stock Clerk



ONCE upon a time in a jobbing hardware house there was a foolish stock clerk. But at that time he did not know he was foolish. *He had not been tested.* Every day he worked under the eye of the boss, and he worked hard and made a good record.

DE Now the head of that house was all the time looking for good material among his boys for salesmen. It gave him more pleasure to make good salesmen out of his own boys than to hire them from the outside.

DE So one day he called this stock clerk into his office, complimented him on his work, and sent him out on a small territory to see what he would do.

DE For two or three months this stock clerk worked hard. He did fairly well. The boss wrote him several nice letters of encouragement.

DE Then the head of this stock clerk swelled up. He said to himself, "Lo and behold! I have arrived." "I am IT."

DE Then he got busy in the society of his headquarters town. He adorned himself with fancy clothes. Every Saturday he could be seen on the limited train making for his headquarters. He joined the "gang" and became one of the "boys," and they taught him how to play poker. He had his private cue in the pool room at the hotel.

DE And it came to pass that his sales fell off and his expense account increased, and, to abbreviate the sad story, he was called home and was shot into the greased chute that aims outward.

MORAL: It is frequently dangerous to write encouraging letters to stock clerks who have just gone on the road. They are liable to take them seriously. M. K.

## Kinneyisms

DE It's my opinion that if a man hasn't brains enough to devise a system to handle his own business, he hasn't brains enough to carry out a system devised for him by someone else.

DE The advantage of evolving our own systems is in the fact that we learn by our mistakes. After all, a man's success in life is to be attributed just as much to his failures as to his bull's-eye hits. The shots he misses teach him the strength of the wind, to measure distance, and just the psychological moment to pull the trigger.

DE I have talked to some of the greatest advertisers in the country (I mean those who buy advertising), and they have told me their best advertisements were frequently matters of chance—not the result of expert advice.

DE You have all seen the Gillette advertisement of the baby with the safety razor. Papa was shaving one morning. Baby came in to bother him. Just for fun, he lathered baby's face. Baby looked so funny, he took baby's picture with the safety in his hand. The photograph was so funny, he sent it to the Gillette Sales Company. They knew a good thing, and papa received a check for \$100.00 for the exclusive use of the picture. This was told me by Mr. Thos. W. Pelham, president of the Gillette Sales Company.

DE Advertising, to take, must be natural. It must suit the kind of people you are gunning for. Of course, you must advertise the right kind of goods at the right time. Napoleon said, "Nothing prospers except at the right time." But don't study your advertisements too hard. Don't try to copy somebody else. Think until you get one idea, and then dash off that idea. Do it naturally, in your own language.

DE Make your advertisements brief. I think to state *one* good point is better than to give *two* points.

DE Now, I like the chisel advertisement on the opposite page. Some people don't. Of one thing you may be sure—whoever sees that advertisement gets one idea about the DIAMOND EDGE Chisel. M. K.



## The Gimlet



**Diamond Edge Chisels  
Have Hand-honed Edges**

The Gimlet

# ONE DOLLAR

deposited in a bank for one year will pay you only *about four cents* for the use of your money.

Send one dollar for one year's subscription to the One Dollar Edition of THE IRON AGE—start your dollar earning “interest money” right away by consulting the Current Hardware Prices each week.

Money is made every day by *buying right* as well as *selling right*. THE IRON AGE teaches you how to *buy right*—how to *sell right*—how to run a Hardware business *right*, and a whole lot more, all for One Dollar. THE IRON AGE, New York.

## SEE THE DIFFERENCE



BIG OIL HOLE ON  
WIDE OPEN OILERS



SMALL OIL HOLE  
ON OTHER OILERS

## SEEING IS BELIEVING

**Dealers everywhere Make Money selling our Wide Open Oilers**

**Its advantages are:**

**CONVENIENCE**—Easily filled without funnel, and never a spill.

**STRENGTH**—Broad collar of spout gives a substantial bearing; no amount of usage weakens the connection.

**CLEANLINESS**—No seepage is possible, and the user need not soil his hands.

**SALABILITY**—Its practical design and perfect utility make it sell on sight.

**Prices and Further Details from Our Salesmen or Mailed on Request**

### REMARKS

Geel! Pipe de Iron Age ad on de odder page! How to get rich quick on one dollar! Who'd a thunk it? Yes, but my dear Mr. Iron Age, you get the four cents if the bank doesn't hang out a nice card with the president's assurance that "all will be forgiven."

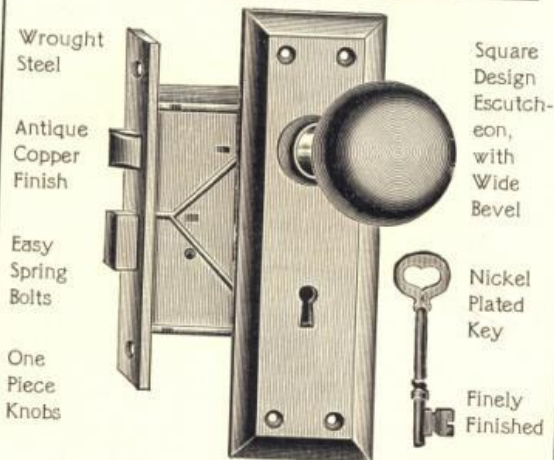
Sure! money is made by buying right and by selling right, too.

But I'm off my trolley; I'm hired to write about the oil holes on this page. This is the John D. oiler—his favorite kind. He sent a gross to the Chicago University because he was so much impressed with the "wide open" idea.

MIKE.

**Try a Mail Order.**

## RANDOLPH DESIGN LOCK SETS



This is a new lock. The design is the same as the Cast Bronze Lock we sell, but we have brought it out in **Wrought Steel**, to meet the demand for a dead swell lock at a popular price.

### THIS LOCK WILL APPEAL

To those who are always looking for something for nothing. It looks "perfectly grand" and it doesn't cost much.

Did you ever buy a house that was built to sell—one of those "contractor" houses—the kind they build 50 at a time? Well, mine looked fine. It had the fanciest hardware on it. How that hardware did shine! It is really wonderful how a house can be built to look like a house—just exactly—and the first time it rains, most of it washes away. Why, a rainstorm came from the West and came right through our western brick wall. You would have thought the rain was coming through a mosquito bar. And how that house did settle! And what fine ventilation we had through the cracks!

But, gentlemen, if you want something big for your money, here's the Lock for you.

M. K.

If our salesman does not call regularly, write us.



## The Gimlet

### NEW TOOLS Diamond King Razor Hones



The combination of special materials in the Diamond King razor hone makes it one of the greatest inventions of the age, in as much as all particles thereof possess the same fineness in all particulars. This makes the Diamond King the most uniform article of its kind ever put on the market. There are no injurious veins, coarse, soft or hard spots so common to other hones. These features being eliminated, the hone will always remain perfectly even.

The Diamond King is a "Quick" hone, and will impart a lasting and durable edge in a very short time.

Put up one in an attractive aluminum case, six in an original package.

**RETAIL FOR \$1.00**

#### THIS HONE

I ran across this hone one Sunday morning in a Michigan barber shop. In Michigan Sunday is just a little duller than other days. On Sunday they put the lid on everything that man runs—nature goes on working just the same. This barber shop was in the basement of the hotel. You gave the password by telephone. Then they let down the bars and you got in. The barber charged 50 cents a shave on account of the danger. He showed me this hone and I hunted up the maker. There *may be* places that are worse than a Michigan town on Sunday.

MIKE.

Try a Mail Order.

The Gimlet

## Diamond Special Horse Collars

This  
is a  
Good  
Collar

Well  
Made

Fair  
Leather



We  
Have  
a Very  
Large  
and  
Com-  
plete  
Line of  
Harness  
and  
Saddlery  
Goods

No. 1487.—Diamond Special Horse Collar. Non-breakable, flexible throat, imitation Scotch. Selected, fair collar leather throughout. Ribbon or flat stitching. **SOLID OR FULL RIM AND BACK.** Double and stitched flange, extended liner. Buckles and billets sewed on by hand. Draft, about 16 inches.

Net Wholesale Price . . . Per Dozen, **\$28.00**

### HERE'S WHERE I KICK

I know this is a good Collar—I know it is sewed like some of the college boys' tan shoes—I know it is a good seller, but it strikes me the buyer of this line had me write up these DIAMOND SPECIAL Horse Collars just a few months ago. How can I think "original thots" over and over again about the same Collar? Nevertheless, this Collar IS all right. I used them on my own horses, and their shoulders never get sore.

Some of these days I am going to bring out a line of Horse Goods under the brand MIKE KINNEY, and when you see that brand on a line of goods you can bet your last dollar the quality will be right and the price will be so retail merchants can sell the goods, compete with catalogue house and make a good profit. It is strange I never before thought of bringing out a line of Mike Kinney Goods. Well, I will tell you, confidentially, I have got the buying department working on my line—special green labels, special Mike Kinney autograph.

M. K.

If our salesman does not call regularly, write us.

## DIAMOND DUST

DE The real sport in the game of life is not winning with a good hand, but in getting every possible point out of a poor one.

DE Visitor—"Is your father home?"

Daughter from Vassar—"Yes. Can't you hear him eat?"

DE Every store should have a selling "mascot" every month. First—prepare your stock. Next—prepare your clerks. Next—put the goods in the show cases and show windows. Next—hang up signs. Next—advertise in your local papers. Next—do something no one else has thought of before. Of course pick out seasonable goods. Raise a terrible row about them. Make a noise in your community like a cannon firecracker. You will not only interest your customers but will interest your clerks, and maybe you yourself may get interested in the game.

DE "You boast of being honest."

"Well?"

"Well, when you met that girl you hate, you said, 'I'm delighted to see you.'"

"Sure—it was true. Nobody wants to be blind, do they?"

DE Try simple little plans in business but try to carry out these plans exceedingly well. It is the very excellent way some people do things that most appeals to us. Washing a front window or a show case and giving the glass the proper polish is a fine art. You can judge a store by its windows. M. K.

## "My Experience as an Expert Systematizer"

By MIKE KINNEY

Teamster and Editor

**T**HE President of the "Independent High-Tariff Steel Co.," capital \$5,000,000, sat at his mahogany desk, in his mahogany chair, by his mahogany table. He had gotten down late and so was in a great hurry.



What's the use of details. He hired me in five minutes at \$50.00 per day to systematize the office work. He prides himself and tells his friends that he never takes more than just one second to size up

any man. I guess I was a second hand.

**DE** Now, most systematizers commence on the office boy who draws \$12.00 per month; I had other and original thots.

**DE** I got an open order from the President to everybody in the office to answer all my questions and show me all books and papers. This order went with everybody but the President's stenographer. He had to call her into his private office, close the door and explain to her. She was too suspicious by disposition or had been badly spoiled, I don't know which. She sure did give up information about her job hard.

**DE** Well, I did have fun with that office force. I just put a little plain sewing table and a chair



## The Gimlet

between the President's stenographer and the door of his private office. At lunch time I took one apple out of my pocket and slowly ate it with a sort of dreamy, far-away expression. That apple got 'em all guessing. That one apple was dramatic; it got on their nerves. They couldn't understand a man who didn't go out for lunch, and didn't work, and who watched the clock and got \$50.00 per day.

DE I didn't bargain to work any at night for \$50.00 per day, but the office force found out where I lived and came out to see me—just dropped in—you know that smile—and told me stories on their fellow employes and then finally confessed themselves. *That office didn't need a systematizer; all it needed was a discriminating listener.*

DE The President's stenographer, she just sailed around with her chin in the air. But her bluff didn't go with me. I made her pass all the President's incoming and outgoing mail over my little sewing table. I just had a small blank pad and made a few notes and figures from time to time—and I also watched the clock.

DE I worked just one week, from Monday morning at 9.32 till the following Monday morning at 9.35; then I made my report and drew \$300 for six days' work.

DE I was suddenly and ignominiously fired, without even a letter of recommendation. My report was correct down to the fraction of a minute. Every fact was there. I had made just one error in judgment. *My report was on*

## The Gimlet

*the President's work instead of the office boy's work.*

**DE** This report showed by the clock that while the President put in about five hours per day in his office, the corporation was paying him \$25,000 per annum for an average of just one hour and forty-eight minutes per day actual work on THEIR business.

**DE** My report covered private telephone calls, private stock speculations and investments, real estate and otherwise, personal letters and interviews, visits from preachers, politicians, charity workers, et cetera.

**DE** He never had time to talk to his employes. Most of his letters to his customers were dashed off in a hurried, careless manner, or actually composed and written by his stenographer. He was a living "Bluff" and "bluffed" everyone except his stenographer. He had not had the truth told him for years till he got my report, and I got the jiu-jitsu.

**DE** His confidential stenographer drew \$125 per month, and she was smarter than he was and knew in a minute what they were up against when I put my little table next to the President's private office door—(I have cut most of the details out of this little story).

**DE** I would rather be a common teamster than an expert systematizer anyhow.

Original—thot out by

**MIKE KINNEY,**  
Teamster and Editor.

## NEW TOOLS

### Diamond Edge Nail Pullers

#### The Special Features are :

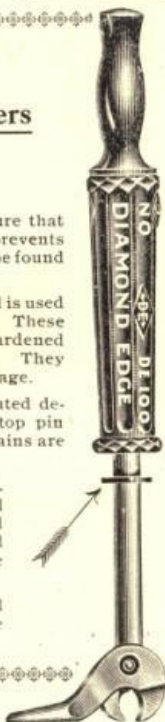
**HANDGUARD**—This is an improved feature that protects the user's hands absolutely and prevents accidents. It is a patented feature and will be found in no other make.

**SHANK and CLAW**—Special analysis steel is used—the very best obtainable for this purpose. These parts are forged from the bar and are hardened and tempered in oil by expert workmen. They will, therefore, withstand any reasonable usage.

**RAMMER**—The barrel or rammer is a fluted design, which gives great strength to the stop pin holes, and other portions subject to hard strains are reinforced by extra metal.

**FINISH**—Shank and Claw are finely polished and rammer is enameled a bright red with gold lettering. The handle is finished in black japan, and all in all, the Diamond Edge Nail Puller presents a most attractive appearance.

**QUALITY**—Every Diamond Edge Nail Puller has been fully tested and they are warranted in every particular.



#### WHEN PAPA'S BOY

Comes home from school then should he learn to perform on a nail puller

Yes, Helen mine, I operated a nail puller several moons. The boxes I liked best were those that came from Germany—made of hardwood—with long, thin, barbed wire nails. Ah, dearest, how I have reached and reached into the wood for the heads of those Teutonic nails! I am glad that our financiers in Washington made the duty for revenue only so high that those kinds of nails quit coming over.

Oh! It's so sad. Do you know, Clarence, they are going to raise the duty on perfumery?

MIKE.

Try a Mail Order.

# MARKET REPORT

EDITED BY MIKE KINNEY  
TEAMSTER AND EDITOR

**NAILS AND WIRE**—In the past thirty days we have seen some queer doings in nails and wire. The "main works" of the steel trust allowed himself to be interviewed about the terrible decline on steel products. The press passed this all over the country. There were hints of a terrible reduction in the wages of 600,000 workmen for the trust. The idea conveyed was that the time had come to "put a crimp" in the independent makers. Some people thought it was a shot at the Tariff Commission. Other unkind critics concluded some people were selling steel stocks short.

Anyhow, the result was, everybody in the hardware trade expected a big slump in Nails and Wire. We sent out a few thousand postal cards announcing a decline in Nails and Wire. We received many inquiries but not very much business. The trade was so nervous, don't you know! A large number of inquiries for carload prices were sent to us. We quoted 10 cents under the market. Some few had the nerve to buy. Other retail merchants just called up our competitors by telephone and gave away our price. In the case of one quotation a mill rang us up by long distance telephone and told us the price we had quoted a certain dealer, two days before we received this dealer's order.

It surely is encouraging to quote an inside price to the retail trade. They use you so nicely. They just take your price and shop around with it. They give your quotation to a competitor's salesman. He sends it to his house. His house sends it to the Steel Company they buy from and want to know why this price can be made thusly. I do think at the Retail Hardware Association meetings dealers should be impressed with the fact that the house that quotes a special price is entitled to some protection. A large number of retailers do not seem to feel any responsibility whatever in this matter.

Well, well! After the market started on the toboggan on Nails and Wire, the independents read some of the newspaper articles and lost their nerve. They decided "to be good." So the steel trust and the independents had a little luncheon and fixed up matters, and we were politely invited to advance our prices. We accepted the invitation upon the condition that all our orders taken at the special price would be filled. That was agreed to. So everybody was happy, and we have the unusual experience of prices on Nails and Wire becoming firmer as a result of a fight.

For the present, at least, we expect to see the market maintained, but we advise our good friends in the trade only to buy the goods as they need them. We do not see any speculation in the market.



**AXES**—In our last market report we stated staple well known factory brands were off 50 cents per dozen. This referred to certain brands that had been held above the market. First class jobbers' special brand Axes are being sold at the same prices as last year. Spring business on Axes, for immediate shipment, is now about over. Buying for future shipment, with a fall dating, is under full swing and a good business is being done.

The Black hand-made Finish on Axes has proved to be very popular, and has led to this finish being imitated in a cheap grade of Axes. Some jobbers and manufacturers are using this cheap Black Finish as a fighting Axe.

The largest quantities of Axes in this country are now bought in the Southeastern and Northwestern States. In the Northeastern States timber is about cut out, while in the Southwest there is not very much timber.

Handled Axes continue to grow in popularity. A certain western jobber has made a hit by bringing out a new Wedge under the name DIAMOND EDGE. This Wedge makes it impossible for the Axe to come off the handle. The Wedge was invented by the foreman of the Axe Handling Department.

**HATCHETS**—As predicted, Hatchet prices have declined and there is a lively business.

**WIRE CLOTH AND POULTRY NETTING**—The movement is now from stock. Almost every season for several years past jobbers have been caught with short stocks of these goods in the middle of the season. This house makes it a point to keep a very complete stock of both Wire Cloth and Poultry Netting ON HAND throughout the season, so we are always prepared to fill any size orders from stock without delay.

**SCREEN DOORS**—Business very much in excess of last year. A great number of collective cars have been made up for shipment to various distributing points. By buying in these collective cars the small buyer derives the benefit of the carload rates and is thus in position to compete on a favorable basis with local jobbers who conduct retail departments. A popular Door this year is the "PRINCE"—plain, strong finish, painted black.

Along with Screen Doors there is a good sale of Screen Door "jewelry," such as Butts, Perfect Door Springs, Screen Door Latches, Shutter Knobs, Tacks for Wire Cloth, and Wire Cloths and Screen Door Paints.

**SHOVELS AND SPADES**—Without entering into details, we simply suggest to our customers that they keep their stocks filled up on Shovels and Spades.

**LANTERNS**—There has been a "monkey and parrot" time on Lanterns for some time past. Somebody will have to "get off the earth." Leading jobbers are bringing out their own brands. Rumors of the Trust advancing prices have been heard. Lanterns at present low prices are good property. One of the best new lines of Lanterns we have seen is the NORLEIGH DIAMOND.

## The Gimlet

**IRON WAGONS**—The quality of Iron Wagons, on account of the keen competition between the manufacturers, became so poor, a prominent western jobber—we are too modest to mention the name—found it necessary to bring out a high-grade, extra quality Wagon. This Wagon made a hit. It was a really good Wagon and the price was not so high, either. This Wagon is now being very poorly imitated by certain jobbers. Such a poor imitation is not much of a compliment. When you imitate, gentlemen, do it right. Don't put out a bum imitation.

**MRS. POTTS' SAD IRONS**—Market down. Some people enjoying themselves selling the goods at a loss, but they are very slow in filling orders. No retailer can miss it in buying a few extra sets at present prices.

**STEEL FISHING RODS**—Have come to stay. A good Steel Rod is now being sold at the price of an ordinary bamboo.

**BUTTS AND HINGES**—As predicted in our last report, prices have declined. A very large business being transacted.

**SCREWS**—Market very firm. Manufacturers assure us there is no danger of declines.

**STEEL GOODS**—Demand now from jobbers' stocks. The demand this year for Steel Goods has been unusually heavy. Last year buying was light, and all stocks were cleaned out. Manufacturers shipping slowly and jobbers experiencing considerable difficulty in keeping up stock.

**SHOT**—Market weak and unsteady. Independent manufacturers a disturbing element. Looks to us like a quarrel.

**ICE CREAM FREEZERS**—Absolute harmony prevails. One manufacturer will not call on another manufacturer's customers. This plan seems to work well on ice goods, such as Freezers and Skates.

**REFRIGERATORS**—Another line that is nicely handled. Prices on the different lines about the same. Some goods better than others. It is a question of selecting the best goods. As a friend of mine remarked—"Economy is not always in buying goods at a low price. It sometimes consists in getting more value for your money."

**RUBBER HOSE**—Market elastic. Quality whatever you want. State the price and we will make goods to suit the price. Price of course is regulated by the quantity of pure Para rubber in the mixture.

**LAWN MOWERS**—Of all poor things on earth a poor Lawn Mower is the poorest. The manufacturers this year decided to cut out the cheapest grade of Lawn Mower. Then one independent made cheap Mowers and the others reconsidered. The demand, however, from the best retail trade is running to the high grade Mowers. The cheap Mower is all right for department store and advertisement purposes.

## SUMMARY

February was an excellent month. Business [was active from start to finish. One feature was a heavy increase in number of mail orders. This always indicates low stocks and an active retail demand. Recent heavy rains in the Southwest have been beneficial.

We trust this year we will not have warm weather in March. For several years past, on account of warm weather early in the season, the fruit trees have budded and the buds have afterwards been killed by frost. We hope this will be a good fruit year. If it is, as usual in good fruit seasons, we will all be short of fruit goods. We therefore suggest to retail merchants that they watch fruit conditions, and if prospects are good for a crop, that they immediately order up on those goods that will sell in a good fruit season.

We especially invite your inquiries for prices—if you will promise to keep them confidential. Also your mail orders, when you are needing goods in a hurry between salesmen's trips. We are giving excellent mail order service.

— The —

### Retail Hardware Mutual Fire Insurance Company of MINNESOTA

*for 1909*  
*continues its "Return Premium" of*

**50%**

TO POLICY-HOLDERS

Cash Assets . . . . \$183,000

Net Surplus . . . . \$126,500

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CHARLES F. LADNER  
President

M. S. MATHEWS  
Secretary

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Metropolitan Life Insurance Building  
MINNEAPOLIS, MINN.

The Gimlet

## CORRUGATED STRAP HINGES



No. 935.—Sizes: 4, 5, 6, 8, 10 and 12-inch.

## CORRUGATED T HINGES



No. 937.—Sizes: 4, 5, 6, 8 and 10-inch.

Corrugated Hinges are stronger, stiffer and look better than the common Strap Hinges

The Cost to You is Exactly the Same

YOU CAN GET MORE MONEY FOR THEM

### SOME DEALERS THINK.

There is no difference in quality in Strap Hinges. The first job I ever had was wiring together the old-fashioned, greasy Strap Hinges. That was in the days before it was the fashion for stock clerks to wear gloves, and the sharp wire with the grease surely did fix my hands. Well, when I look at the nice, smoothly-finished Corrugated Strap Hinges of to-day and the Japanned Hinges, there certainly seems to be a great improvement in quality. Besides, they tell me these improved Corrugated Hinges are the same price as the old-fashioned, greasy kind.

All houses don't sell these Hinges. My house does. We have a good stock and are waiting for your orders. Hinges weigh heavy and there is nothing I would rather haul. No doubt you have carried these Hinges before. Then it is simply a question of price. You will find our prices rock-bottom—in fact, just now we are making a little "run" on Hinges.

M. K.

Try a Mail Order.



A SONNET

Dasht Off Whilst Thinking About How Pa  
Acts When Dressing Up To Go To Church

By NIXON WATERMAN

**W**HILST pa and ma is dressin' up to go  
To church or somewhere, so I've heard ma tell  
The neighbor women, pa tears 'round pell-mell  
And turns things upside down, and wants to know  
Who hid his clothes! and makes ma stop and show  
Him where to find them. Ma she know'st full well  
They're where he's kept them since he camest to dwell  
In our house: that's been twenty years or so.

And when ma's donest her level best to try  
To help pa so he wilt not fuss and fret,  
And found his clothes, shoes, collar, cuffs and tie,  
And there ain't nothin' more for her to get,  
Pa looks at her and with an awful sigh  
Says: "Thunderation! Ain't you ready yet?"



SUCCESS

**DE** The truth which another man has won from nature  
or from life is not our truth until we have lived it. Only  
that becomes real or helpful to any man which has cost  
the sweat of his brow, the effort of his brain, or the  
anguish of his soul. He who would be wise must daily  
earn his wisdom.

—David Starr Jordan.

## Eye Opener Alarm Clocks



This is a thoroughly reliable and accurate timepiece. Fully warranted for one year.

Extra long alarm, with shut-off attachment.

**It is an extra large and well-made Alarm Clock that we have put out to create a sensation.**

**See Our Salesman, and Get Your Eyes Opened**

### I HAVE HEARD

Of other kinds of "eye openers" but never of an Alarm Clock of that kind. Isn't it wonderful how many Alarm Clocks servant girls can smash by falling down stairs? I guess they drop them on their way from their bedroom down to the kitchen. Some of these girls surely do need an eye opener. I solved the problem at our house by buying two Clocks. I chained one to the wall of the servant's bedroom and the other I chained to the wall in the kitchen. Haven't had an Alarm Clock broken since.

Geel! Isn't this ad. funny about seeing our salesman and getting your eyes opened? If all our salesmen were not strictly temperance men this would mean our advertising man would pay for an "eye opener" for every customer. Let's figure it out: 200 salesmen, each calling on five merchants per day—1,000 merchants per day, 6,000 merchants per week, 24,000 merchants per month. "Eye openers" are two for a quarter. M. K.

**Try a Mail Order.**

## NEW GOODS



**W**HEN you go into a first class book store in any of the larger cities you will find near the front door a table or counter upon which are placed all the newest and latest books. I have bought many books from such tables.

**D**E Now, why wouldn't it be a good idea for the retail hardware dealer to have a table or counter for new goods? Why wouldn't it be a good idea for the retail merchant to buy a few of every new item that comes out—probably just a fraction of a dozen—and try them on his new-goods counter? The investment would not amount to much, and it is certainly worth a good deal to any merchant to get the reputation in his community of having all the latest and newest things in stock.

**D**E Then, these new goods pay a good profit, and probably you would only obtain a "sticker" every now and then which could be disposed of at cost.

**D**E Recently on a trip East I met a prominent manufacturer of small tools who said he distributed his goods through jobbers and retailers. Other manufacturers in his line sell direct to catalogue houses and to consumers.

**D**E He said he formerly sold his goods direct to large catalogue houses and found them a

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great help in introducing new goods. These catalogue houses brought the goods to the attention of the consumer and created a demand.

DE This manufacturer yielded to the wishes of the hardware trade and quit selling to catalogue houses. He states, now, his new goods do not move off nearly as freely as they did before. He claims the retail dealer in the first place is not very quick in buying new goods; he waits until the demand is created instead of helping create the demand himself.

DE Then, if the retail dealer does buy new goods he buries them in his shelves. As the consumer knows nothing whatever about these goods, never having seen them, he does not call for them; and as the merchant does not show them, naturally there is no sale.

DE This manufacturer states the only way he sees of getting around the difficulty is to send missionaries to the larger towns to show his tools and to work up a demand for them among mechanics. This is work that should be done by the retail dealer.

DE When business is dull, how many retail merchants have a clerk fit out a sample case of new tools and go around to the shops and show them to mechanics? How many retail merchants know how to demonstrate new tools?

DE We have supplied each of our salesmen with a special sample case in which to carry new tools and other Yankee notions and show them to our customers. We are impressing upon our salesmen the importance of showing their customers new goods just as quickly as



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they come out. If our man who calls on you does not carry a small sample case of new goods and show them to you, then he is neglecting his duty. He has left his sample case, and the samples we have sent him, at his headquarters. Go after him with a sharp stick and tell him to wake up and get in the game.

**DE** We are not only showing new goods through our salesmen but are advertising them in *The Gimlet* and in all the leading trade journals.

**DE** Now, it is surely up to the retail merchant to buy at least a few of these items and put them on a new-goods table in the front of his store, and by personal calls bring them to the attention of the mechanics in his vicinity.

**DE** Buy new goods! Arrange a new-goods table! Go out and show new goods to your trade! Be a live wire! Be a good conductor! Don't ground the electric current!

M. K.



If I knew you and you knew me,  
If both of us could clearly see,  
And with an inner sight divine  
The meaning of your heart and mine,  
I'm sure that we would differ less  
And clasp our hands in friendliness;  
Our thoughts would pleasantly agree  
If I knew you and you knew me.

—Nixon Waterman.

## The Gimlet



### FOR SALE

A \$10,000 stock of hardware and implements, in the panhandle of Texas. Good town. Address *The Gimlet*

A \$5,000 stock of hardware in Central Oklahoma. Net profit in two years, \$5,300. Only hardware store in town of 300. With a little more capital, sales could be doubled. Party wants to sell on account of wife's health. Address *The Gimlet*.

A party in Colorado wishes to dispose of interest in a paying business. Prefers cash, but would consider exchanging stock for land. Good reason for selling. Address *The Gimlet*.

A \$6,500 stock in the best city in New Mexico. Just the place for a man who has pulmonary trouble. Address *The Gimlet*.

A \$5,000 stock of hardware and crockery, in a 12,000 South-east Georgia city. Owner wishes to concentrate his efforts in other business. Splendid opportunity. Address *The Gimlet*.

A \$5,000 stock of hardware. Business established in 1878. Splendid location; good railroad facilities; good store building. For full information, address N. O. Waymire, Garfield, Kan.

Three second-hand mill boilers and one second-hand engine. Address Wm. A. Long, Braggadocio, Mo.

A retail hardware store, in Utah, doing a \$45,000 yearly business, wants to increase its capital from \$10,000 to \$18,000. A competent young man can buy an interest in this business. Address *The Gimlet*.

### LOCATIONS WANTED

A young man with \$1,200, three years' plumbing experience, graduate from business college, wants to buy an interest in a good hardware business. Illinois preferred. Address *The Gimlet*.

We have a party that wants to locate in a good farming community. Will put in a stock of hardware and stoves, and do furnace and general sheet metal work. Prefers Southern Illinois. Address *The Gimlet*.

We have a party that wants a location for a stock of hardware. Prefers Southern Missouri or Northern Arkansas. He means business. Will buy as soon as he can find something to suit him. Address *The Gimlet*.

We have a splendid location in Southern Illinois for a hardware store. No other hardware store in town. Good building and favorable location can be secured. Low rent. Population about 1,000. Address *The Gimlet*.

### HELP WANTED

A good all-round man for tin, plumbing and furnace work. Address Wm. Crichton & Sons, Leon, Iowa.

Wanted, in a country town, a first class tinner and furnace man. Steady work and good wages. Address *The Gimlet*.

### POSITIONS WANTED

Well-posted hardware man, understands tinner's trade, has 25 years' experience, wants position as manager or salesman in a hardware store. Good references. Address C. F. Turner, Milan, Mo.

Young man, 31 years' old, wants position in hardware store. Capable and reliable. Address *The Gimlet*.

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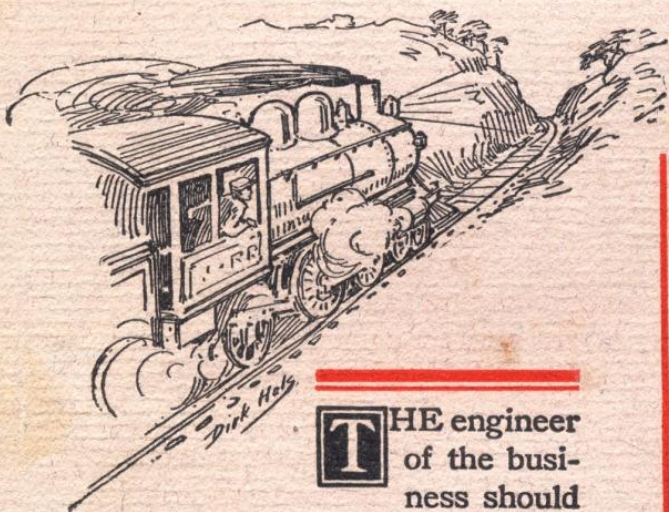
**DE** **T**HE tendency of everything is to degenerate. The law of gravity is always at work—if something does not hold us up, we go down. We need re-winding. We need the driving force of a mainspring. Enthusiasm is the key to renewed effort. When you lose that key, your clock runs down; you do not keep up with the time, and so you evolve to the ash barrel.

Original—thot out by

**MIKE KINNEY,**

Teamster and Editor





**T**HE engineer  
of the busi-  
ness should  
keep a sharp eye on the  
road **AHEAD**—

**DE** Let the brake-  
man hang out the  
red lights **BEHIND**.

Original—thot out by  
**MIKE KINNEY,**  
Teamster and Editor

